

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method utilizing for a local handheld device operable to receive content associated with a broadcast from a remote source, comprising:
 - receiving, by a local viewing device, the broadcast from the remote source;
 - displaying the broadcast with the local viewing device;
 - receiving by the handheld device a content catalog, said catalog varying based at least in part on the broadcast and characteristics of the handheld device from the remote source; and
 - identifying interactive content associated with the broadcast to augment the broadcast provided by a content provider in a first data format incompatible with the handheld device, wherein the associated content is not the same as the broadcast and is presented contemporaneously with the broadcast;
 - selecting by the handheld device an in response to user input an interactive associated content category in the content catalog having the first data format and communicating said selection to a local formatting agent; and
 - receiving said selected interactive associated content from the formatting agent in a second data format compatible with the handheld device wherein compatibility is based

at least in part on the selected category and characteristics of the handheld device and the selected interactive associated content is synchronized with the broadcast received by the local viewing device, wherein format conversion to the second data format is performed by the formatting agent.

2. (Original) The method of claim 1, wherein the handheld device comprises a wireless coupling to the formatting agent.
3. (Original) The method of claim 1, wherein the content catalog content corresponds at least in part to broadcasts available for receipt by the viewing device.
4. (Original) The method of claim 1, further comprising:
broadcasting the broadcast to the viewing device over a communication channel;
determining broadcast-related data for the broadcast; and
making said broadcast-related data available to a content initiator so that the content initiator associates said broadcast related data with the content catalog.
5. (Original) The method of claim 4, further comprising:
providing, by a broadcaster, said broadcast-related data to a content provider so that the content provider makes said broadcast-related data available to the content initiator.
6. (Previously Presented) The method of claim 1, further comprising:

retrieving said selected content from the content provider; and
converting by the formatting agent of the first data format into the second data format.

7-9. (Canceled)

10. (Previously Presented) The method of claim 1, wherein the content catalog comprises one or more of: links to content provider content, and embedded content provider content.

11. (Original) An apparatus, comprising a machine accessible medium having instructions encoded therein, which when executed by the machine, are capable of directing the machine to perform the operations of claim 1.

12. (Original) The apparatus of claim 11, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 4.

13. (Original) The apparatus of claim 12, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 5.

14. (Original) The apparatus of claim 11, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 6.

15. (Original) The apparatus of claim 11, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 7.

16. (Previously Presented) The apparatus of claim 11, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 8.

17. (Original) The apparatus of claim 15, wherein said instructions include further instructions capable of directing the machine to perform the operations of claim 7.

18-26. (Canceled)